

**Programming Service Offer Presentment and Instant Activation
System, Method, and Computer Program Product**

Abstract of the Invention

An exemplary embodiment of the present invention is directed to a system, method, and computer program product for electronically upgrading a user content subscription for programming services. In an exemplary embodiment, the method can include the steps of: (a) identifying at least one content distributor available to a user; (b) identifying a price to the user for a programming service from the at least one content distributor; (c) presenting an offer for the programming service to the user for the price; (d) receiving an acceptance of the offer for the programming service for the price; and (e) activating the programming service.